

August 24, 1995



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FCC MAIL ROOM

Secretary
Federal Communications Commission
1919 M St., NW
Washington, DC 20554

Re: MM Docket No. 93-48

DOCKET FILE COPY ORIGINAL

Dear Secretary,

In response to the "*Children's Television Act*" broadcasters have significantly increased children's educational and informational programming. This Act and current FCC rules are working to increase the amount and quality of this programming. Therefore, new rules are not needed.

Broadcasters understand the current definition of "educational and informational children's programming," and no changes should be implemented.

Rules quantifying, (quotas), the amount of Children's programming are absolutely unnecessary as broadcasters are responding to the current Act in place and the unquantified obligation in the current rules with more and better educational and informational programming for children. Quantification will set the maximum as well as the minimum, thus hindering the potential growth this programming to future generations.

Thank you for your consideration of these points.

Respectfully,

Mark Winslow
General Manager

cc: Chairman Reed Hundt
Commissioner James Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong

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KWHD TV-53



900 Whitehall Road, Chattanooga, Tennessee 37405-3249 (615) 267-5412

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FCC MAIL ROOM

Mr. William Caton
Secretary
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

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In re: MM Docket No. 93-48

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Dear Mr. Caton :

I strongly urge the FCC to not set numerical quotas for educational and informational programs directed to children. Since the Children's Television Act was enacted, WRCB has significantly increased the amount of children's programming.

WRCB took the Act seriously and acted accordingly:

1. We have a Children's Advisory Panel made of parents, educators, child health and welfare experts and other people knowledgeable of children's issues.
2. We host regularly scheduled luncheons with the panel to develop program topics.
3. We produce local half-hour shows to air during hours when children are available to watch.
4. We make VHS tapes of these shows available to schools free-of-charge.
5. We devised and administered a questionnaire to local children to determine the issues of importance to them.
6. We secured and aired syndicated programming which addresses the educational and information need of children.
7. We developed public service campaigns and news series around issues of importance to children.

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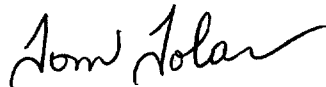
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There is no confusion at WRCB. We understand the Children's Television Act's current definition of "educational and informational children's programming." Our panel of local experts is in a much better position to tell us what the needs of local children are than would be any well-meaning set of national definitions.

The current FCC rules are working in Chattanooga. There is no need to establish federal quotas for the amount of required programming.

I also urge the FCC to give broadcasters credit for short segment programming which addresses the educational and informational needs of children. We respond to such needs almost every week. We believe these short segment projects are extremely important to our local children. It is only fair that these efforts be recognized in evaluating a broadcaster's overall effort.

Best regards,

A handwritten signature in black ink that reads "Tom Tolar". The signature is fluid and cursive, with the first name "Tom" and last name "Tolar" clearly distinguishable.

Tom Tolar
President/General Manager

TT:jl

cc: Chairman Reed Hundt
Commissioner James Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong

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Secretary
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

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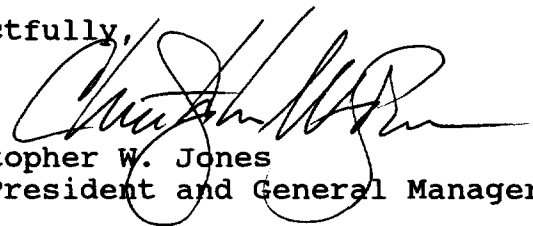
In RE: MM Docket No. 93-48

Additional Children's Television rules are not needed. The current Children's Television Act more than adequately outlines the expectations and requirements for Television Broadcasters. Children are well served by local broadcasters, as evidenced by the growth of children's educational and informational program offerings by local stations since enactment of the Children's Television Act. WTWO-TV, for example, produces and airs a weekly half-hour science based program specifically designed for children 12 and under. Produced in cooperation with the local Children's Museum of Science and Technology, this program airs each Saturday at 11:30 am.

What fruitful purpose will additional rules, in particular numerical quotas, serve? Is some prescribed hourly quota each week going to result in better programming or more programming for our children? Certainly not! In fact, prescribed quotas will have the opposite effect, reducing the abilities of local broadcasters to respond to the needs and interests of children in our local communities. If we must satisfy some "quota" we will be forced to divert funding and other support from the ancillary and non-broadcast activities now conducted by local broadcasters.

The Federal Communications Commission has made great strides in recent years in deregulation. Now is not the time to place further regulation on local broadcasters and Children's Television.

Respectfully,


Christopher W. Jones
Vice President and General Manager

cc: Chairman Reed Hundt
Commissioner James Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong
Mr. Edward Fritts, NAB

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James L. DeSchepper
Vice President & General Manager



3135 Floyd Blvd.
Sioux City, IA 51105 (712) 239-4100

August 24, 1995

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28 1995

FCC MAIL ROOM

Secretary
Federal Communications Commission
1919 M Street NW
Washington, D.C. 20554

Dear Sir or Madam:

The Notice of Proposed Rule Making to adjust rules implementing the Children's Television Act as part of MM Docket No. 93-48 is distressing to this broadcaster for several reasons.

In response to FCC action KTIV-TV has significantly increased children's educational and informational programming. In addition to hundreds of hours of approved, syndicated programming, KTIV-TV air dozens of hours of local children's program under the *Four Siouxland's Children* campaign.

One of our on-going projects for children is to have groups plan, produce and air on KTIV-TV their own public service announcements. This projects takes hundreds of staff hours a year but we do not get credit as the announcements are not program length.

Rules quantifying the amount are unnecessary. Quality is the question, not quantity.

Sincerely,


James L. DeSchepper
Vice President & General Manager

cc: Chairman Reed Hundt
Commissioner James Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong

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August 23, 1995

Secretary
Federal Communications Commission
1919 M St., NW
Washington, DC 20554

Ref: MM Docket No. 93-48

Dear Secretary:

We do not believe that the quality of children's programming will be improved by increased regulation or by setting quotas. Increased regulation discourages innovation and creativity; and quotas set upper as well as lower limits.

Responsible broadcasters, such as WPEC, have already significantly increased programming to serve the informational and educational needs of children; and the syndication community is responding to new opportunities with innovative programs such as "Bill Nye The Science Guy," "Not Just News," "Belle's Sing Me A Story" and others.

Increased regulation and quotas only serve to homogenize programming to an arbitrary minimum standard. The broad language in the Children's Television Act and current FCC rules encourage stations to respond in creative ways appropriate for their own unique circumstances.

We do believe that the Commission should give more credit to short segment programming, rather than just long form programming. One only has to look to the success of thirty second commercials selling toys and breakfast foods to know that children can learn from short messages.

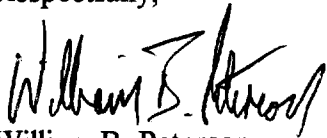
We also believe that credit should be given to the often significant off-air activities of broadcasters which serve the educational needs of children. For example, in the past three years WPEC has raised one million dollars to support local schools, helped recruit classroom volunteers and encouraged other businesses to donate computers, software, books and other supplies to school systems. Arbitrary programming rules might discourage stations from creating these kind of programs.

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In summary, we believe the Children's Television Act and current FCC rules are working and that new rules and quotas are not necessary.

Respectfully,

A handwritten signature in black ink, appearing to read "William B. Peterson". The signature is fluid and cursive, with the first name "William" being the most prominent.

William B. Peterson
President and General Manager

cc: Chairman Reed Hundt
Commissioner James Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong



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R. KENT REPLOGLE
VICE PRESIDENT/GENERAL MANAGER

August 21, 1995

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AUG 28 1995

FCC MAIL ROOM

DOCKET FILE COPY ORIGINAL

Secretary
Federal Communications Commission
1919 M St., NW
Washington, DC 20554

Re: MM Docket No. 93-48

Dear Secretary:

Although current rules are working to increase children's programming, and in my view do not need to be changed, I would like to comment about short segment programming.

For some reason, those supporting more rules seem to be unwilling to give broadcasters the appropriate credit for short length programming which may be 30, 60, 90 or 120 seconds in length. I would like to offer my station as an example of increased programming for children for which the current rules and the proposed rule, would give us no credit.

As part of our Fox 21 Kids Club service we produce and broadcast what we title our "Kids Club Minutes". The Kids Club Minute is a highly produced informational and educational segment that is broadcast twice each day, once during our morning kids programming block and once during our afternoon kids programming block. I have attached a list of the topics we have covered just in the second quarter of 1995. Each day of the week a new piece of information is added to that which has been previously broadcast, so that across a given week a particular topic receives five minutes worth of exposure.

We know that producing these kinds of mini programs and scheduling them as we do has more effect and reaches more children than if we produced a 5, 15 or 30 minute program. We couldn't afford either the time or production cost of longer length programs and our experience tell us they would reach much smaller audiences.

I believe that if those who are looking to see the improvements made in children's programming were to include these kinds of efforts by stations like mine it would be clear that broadcasters across America have responded to the Children's Television Act and have significantly increased the amount of children's educational and informational programming.

One final comment, quotas with regard to any kind of programming are unnecessary and produce government involvement in an area for which it neither has expertise nor, in my view, authority under the first amendment to the Constitution.

I hope my comments are helpful in your deliberations.

Respectfully submitted,

R. Kent Replogle

RKR:d
Enclosure

cc: Chairman Reed Hundt
Commissioner James Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong

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FOX 21 KIDS CLUB MINUTES 1995

WEEK 14: HOCKEY (4/3 - 4/7)

- 4/3 Mike Perkins of G'vi Youth Hockey League gives us an introduction to the sport**
- 4/4 Mike Perkins and Matt Herron talk about the first things they learned when they hit the ice**
- 4/5 Mike Perkins defines the art of checking**
- 4/6 Trivia question "What is SC's professional hockey team and what are their colors?"**
- 4/7 How teams can win the Stanley Cup and what is its history**

WEEK 15: HOLLYWILD ANIMAL PARK (4/10 - 4/14)

- 4/10 Owner David Meeks tells us about Buffy the 2,000 pound bison**
- 4/11 David talks about deer from India**
- 4/12 David talks about the ostrich**
- 4/13 David talks about the kudu and ivex**
- 4/14 David talks about the African elephant**

WEEK 16: IAN ZIERING-BEVERLY HILLS 90210 (4/17 - 4/21)

- 4/17 Ian tells how he landed the part on 90210**
- 4/18 Ian discusses how he handles being a role model for kids**
- 4/19 Ian talks about an episode which he wrote and directed dealing with Alzheimer's**
- 4/20 Ian reminds young people of the importance of a good education**
- 4/21 Ian gives advice to kids who want to pursue acting**

WEEK 17: MARCH OF DIMES WEEK (4/24 - 4/28)

- 4/24 Doctor Ellen Boyd gives a definition of the word 'birth defect'**
- 4/25 Jinny Raviotta talks about the special care nursery at Memorial Mission**
- 4/26 Former Ambassador mother Pam Maney explains how kids with birth defects are the same on the inside as other kids**
- 4/27 Theresa Meadows talks about the March of Dimes**
- 4/28 Michael Carpenter, the top youth fundraiser, talks about how kids can help raise money**

WEEK 18: HARD ROCK WRESTLING (5/1 - 5/5)

- 5/1 Tommy Bell tells us some of the rules of wrestling**
- 5/2 Tommy talks about the history of the sport**
- 5/3 Young wrestlers tell us what the sport has taught them**
- 5/4 Tommy talks about some of the training that goes along with the sport**
- 5/5 Tommy tells us what other young kids have to do to get involved in wrestling**

WEEK 19: CAROLINA PANTHERS (5/8 - 5/12)

- 5/8 Mark Richardson tells us some stars to watch in this first season**
- 5/9 Head Coach Dom Capers gives advice to kids who want to make it to the pros**
- 5/10 Bubba McDowell has advice for kids who want to go pro and talks about his work with kids**
- 5/11 Quarterback Kerry Collins gives advice to kids who want to go pro**
- 5/12 Frank Wrike talks about the pros and cons of playing pro ball**

WEEK 20: RIVERBANKS ZOO (5/15 - 5/19)

- 5/15 Scott Pfaff, curator of herpatology, defines his job**
- 5/16 Scott tells us about the radiated tortoise**
- 5/17 We learn about the California sea lions**
- 5/18 Sue talks about the African elephants**
- 5/19 Sue gives advice to kids who may want to work in the zoo**

WEEK 21: TEACHER OF THE YEAR (5/22 - 5/26)

- 5/22 Overview of the Teacher of the Year award**
- 5/23 Focus on Tammy Lerner, winner from Providence Christian Academy in Six Mile, SC**
- 5/24 Focus on Denise Johnson, winner from Nancy Hart Elementary in Hartwell, Ga**
- 5/25 Focus on Louisa Goebel, winner from Etowah Elemntary in Etowah, NC**
- 5/26 Review of all of the winners**

WEEK 22: MACEDONIA ELEMENTARY READING WEEK (5/29 - 6/2)

- 5/29 1st grader Julia Humphries talks about the books they made**
- 5/30 3rd grader Bobby Swanger talks about the type of writing he enjoys most and why**
- 5/31 4th grader James Humphries tells kids how to improve their writing**
- 6/1 6th grader Kristin Hughes talks about her favorite author**
- 6/2 S.C. author Lynn Floyd Wright tells why its important to teach kids about writing**

WEEK 23: NANTAHALA OUTDOORS (6/5 - 6/9)

- 6/5 Mark Singleton tells all there is to do at Nantahala Outdoors Center**
- 6/6 Erik Perkins talks about how he loves to Mountain bike**
- 6/7 Forrest King talks about rock climbing**
- 6/8 Andrew Holcombe talks about kayaking**
- 6/9 Andrew Holcombe talks about how to get yourself back on track if you flip over while kayaking**

WEEK 24: KARATE KIDS (6/12 - 6/16)

- 6/12 Casey Marks talks about her goal of going to the olympics in karate**
- 6/13 Casey and Butch Marks talk about what its like to teach other kids**
- 6/14 Butch Marks talks about what the sport has taught him**
- 6/15 Casey Marks tells us some of the history behind the sport**
- 6/16 Mom, Jeannie Marks, tells us that karate is a sport for everyone**

WEEK 25: TOTALLY TERRIFIC KIDS WEEK ONE (6/19 - 6/23)

- 6/19 Profile of totally terrific kid, Elizabeth Taylor (flies planes)**
- 6/20 Profile of Haley Bradshaw (counsels other kids)**
- 6/21 Profile of Lydia Putnam (rides horses, involved in 4H)**
- 6/22 Profile Mark Foster (weightlifter, going to play football at Furman?)**
- 6/23 Profile of Michael Colvard (a mini genius)**

WEEK 26: TOTALLY TERRIFIC KIDS WEEK TWO (6/26 - 6/30)

6/26 Profile of Michelle Reeves (dances despite her leg problems)

6/27 Profile of Jody Blanton (came up with a program to help sick students)

6/28 Profile of J.T. Hill (great motivational speaker)

6/29 Profile of Melanie Erwin (helped her family while mom was ill)

6/30 Profile of Laura Johnson (a book writer)